



SHEPHERD+ WEDDERBURN

GDPR

EU Representative Services for non-EU data controllers and processors

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GDPR requires most foreign data controllers and processors – those based outside the European Union (EU) but processing the personal data of EU citizens – to appoint an EU-based representative.

Following the end of the Brexit transition period the requirement for an EU Representative now also applies to UK-based data controllers and processors while international data controllers and processors who previously used a UK base to meet the requirements need to appoint a representative based in the EU.

The EU Representative's role is principally to communicate with EU supervisory authorities and data subjects. The GDPR requires that the EU Representative is identified in the privacy notice of a data controller or processor without an EU presence, and that the EU Representative can be contacted in addition to, or instead of, the non-EU data controller/processor.



2% OF
TURNOVER OR
€10 MILLION

Fines can be levied at up to 2% of worldwide turnover or €10 million, whichever figure is higher.

EU Representative
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and processors

Data controllers/processors operating outside the EU should appoint an EU-based representative, if required to do so. The penalties for failure to comply are significant. Fines can be levied at up to 2% of worldwide turnover or €10 million, whichever figure is higher.

To address this requirement, we offer a fixed-fee EU Representative service through our Irish subsidiary, Saltire Data Protection Services Limited, based in Dublin.

Our service provides electronic liaison, managing communications from supervisory authorities in the EU, and from data subjects in the EU jurisdictions where the data controller/processor operates.

Through our UK and Irish offices and our network of highly respected local firms with whom we work in numerous EU jurisdictions, we also provide seamless access to expert lawyers operating in Europe, should additional legal advice be needed.



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We are acknowledged market leaders in data protection compliance, and we currently advise a broad range of clients – from publicly listed, blue chip and large corporates to small and medium-sized enterprises, start-ups, spin-outs and entrepreneurial ventures, working with them to mitigate regulatory compliance risks.

Our data protection specialists will be happy to discuss how the GDPR's EU Representative requirements apply to your organisation. Please get in touch to find out more about our fixed-fee EU Representative service.

Your key contacts



Joanna Boag-Thomson

Partner – Media and Technology

T +44 (0)141 566 8570

T +353 1 487 1118

E joanna.bt@shepwedd.com



Paul Carlyle

Partner – Media and Technology

T +44 (0)131 473 5782

T +353 1 487 1116

E paul.carlyle@shepwedd.com





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